ADVERTISING

On The Waterfront

Advertising Schedule

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14-Line Ad Mat No. 101 (1 Col.). Pg. 15a.

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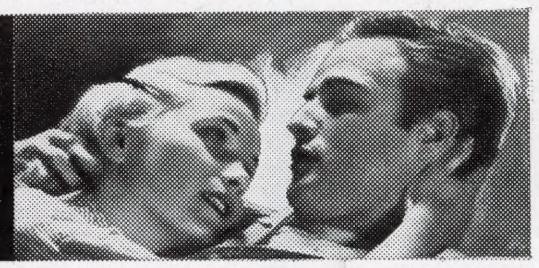
PB # 28/16

This may well be the greatest screen performance of all time – and one of the greatest pictures!

COLUMBIA PICTURES presents

MARLON BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

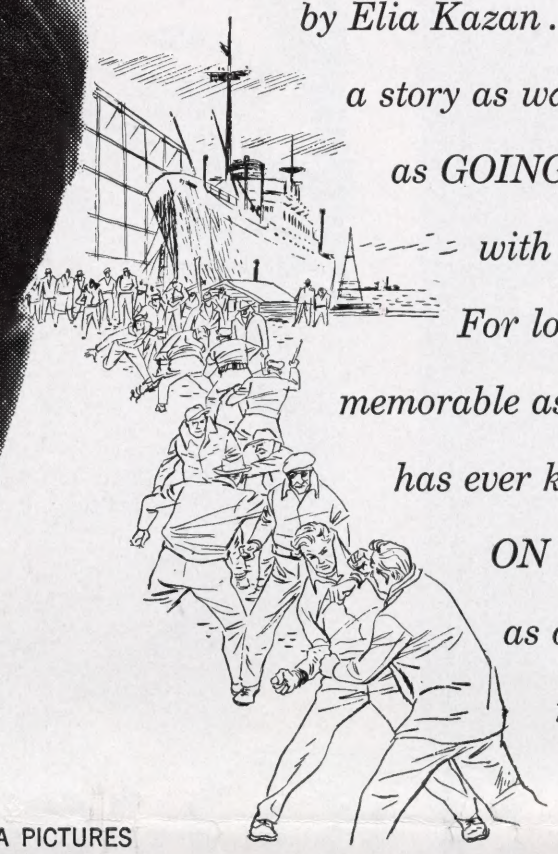
co-starring **KARL MALDEN · LEE J. COBB** with ROD STEIGER · PAT HENNING · Produced by **SAM SPIEGEL**

and introducing **EVA MARIE SAINT** Screen Play by **BUDD SCHULBERG** Music by **LEONARD BERNSTEIN** Directed by **ELIA KAZAN**

Ad Mat No. 404—640 Lines (4 Cols. x 160 Lines)

(See page 7a for 5-column size of this ad)

A towering performance
by Marlon Brando . . .
thrilling direction
by Elia Kazan . . .
a story as warm and moving
as GOING MY WAY–but
with brass knuckles!
For love and terror as
memorable as the screen
has ever known–mark down
ON THE WATERFRONT
as one of the great, great
motion pictures!



COLUMBIA PICTURES
presents

MARLON BRANDO

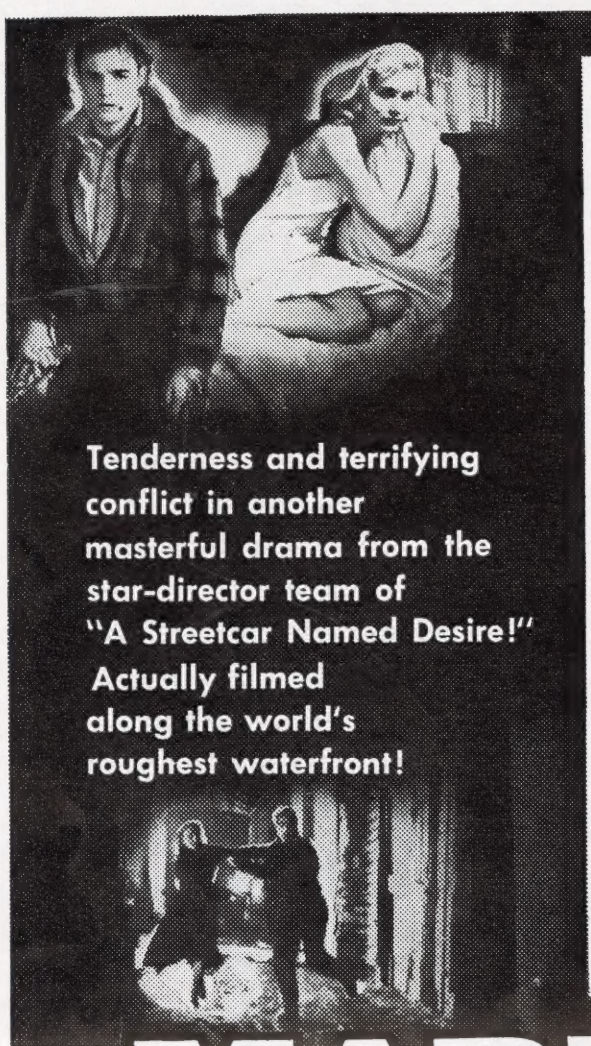
On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** with ROD STEIGER · PAT HENNING · Produced by **SAM SPIEGEL**
and introducing **EVA MARIE SAINT** Screen Play by **BUDD SCHULBERG** Music by **LEONARD BERNSTEIN** Directed by **ELIA KAZAN**

Ad Mat No. 502—800 Lines (5 Cols. x 160 Lines)

A STORY OF LOVE... A GREAT PICTURE!



Tenderness and terrifying conflict in another masterful drama from the star-director team of "A Streetcar Named Desire!" Actually filmed along the world's roughest waterfront!

MARLON BRANDO

ON THE WATERFRONT

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN** · **LEE J. COBB** · with **ROD STEIGER** · **PAT HENNING** · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN** · A COLUMBIA PICTURE

Ad Mat No. 505—755 Lines (5 Cols. x 151 Lines)

(See page 17a for 4-column size of this ad)

The man who lives
by the jungle law
of the waterfront!
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring
KARL MALDEN · LEE J. COBB
with
ROD STEIGER • PAT HENNING
and introducing
EVA MARIE SAINT
Produced by SAM SPIEGEL • Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN • Directed by ELIA KAZAN

Ad Mat No. 401—680 Lines (4 Cols. x 170 Lines)

This may well be the greatest screen performance of all time . . . and one of the greatest pictures!
COLUMBIA PICTURES presents
MARLON BRANDO
n The terfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 406—600 Lines (4 Cols. x 150 Lines)

This may well be the greatest screen performance of all time – and one of the greatest pictures!

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** with ROD STEIGER · PAT HENNING · Produced by **SAM SPIEGEL**

and introducing **EVA MARIE SAINT** Screen Play by BUDD SCHULBERG Music by LEONARD BERNSTEIN Directed by ELIA KAZAN

Ad Mat No. 501—1000 Lines (5 Cols. x 200 Lines)

(See page 2a for 4-column size of this ad)

TENDER LOVE– TERRIFYING CONFLICT!

This may well be the greatest screen performance of all time– and one of the greatest pictures!

COLUMBIA PICTURES presents

MARLON BRANDO

ON THE WATERFRONT

AN ELIA KAZAN PRODUCTION • co-starring KARL MALDEN • LEE J. COBB • with ROD STEIGER • PAT HENNING • and introducing EVA MARIE SAINT

Produced by SAM SPIEGEL • Screen Play by BUDD SCHULBERG • Music by LEONARD BERNSTEIN • Directed by ELIA KAZAN

Ad Mat
No. 504
395 Lines
(5 Cols. x
79 Lines)

Tender love...
terrifying conflict
and exalted
frenzy!
This may well
be the greatest
motion picture
of the year!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN • LEE J. COBB
with ROD STEIGER • PAT HENNING • and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL • Screen Play by BUDD SCHULBERG • Music by LEONARD BERNSTEIN • Directed by ELIA KAZAN

Ad Mat
No. 306
300 Lines
(3 Cols. x
100 Lines)

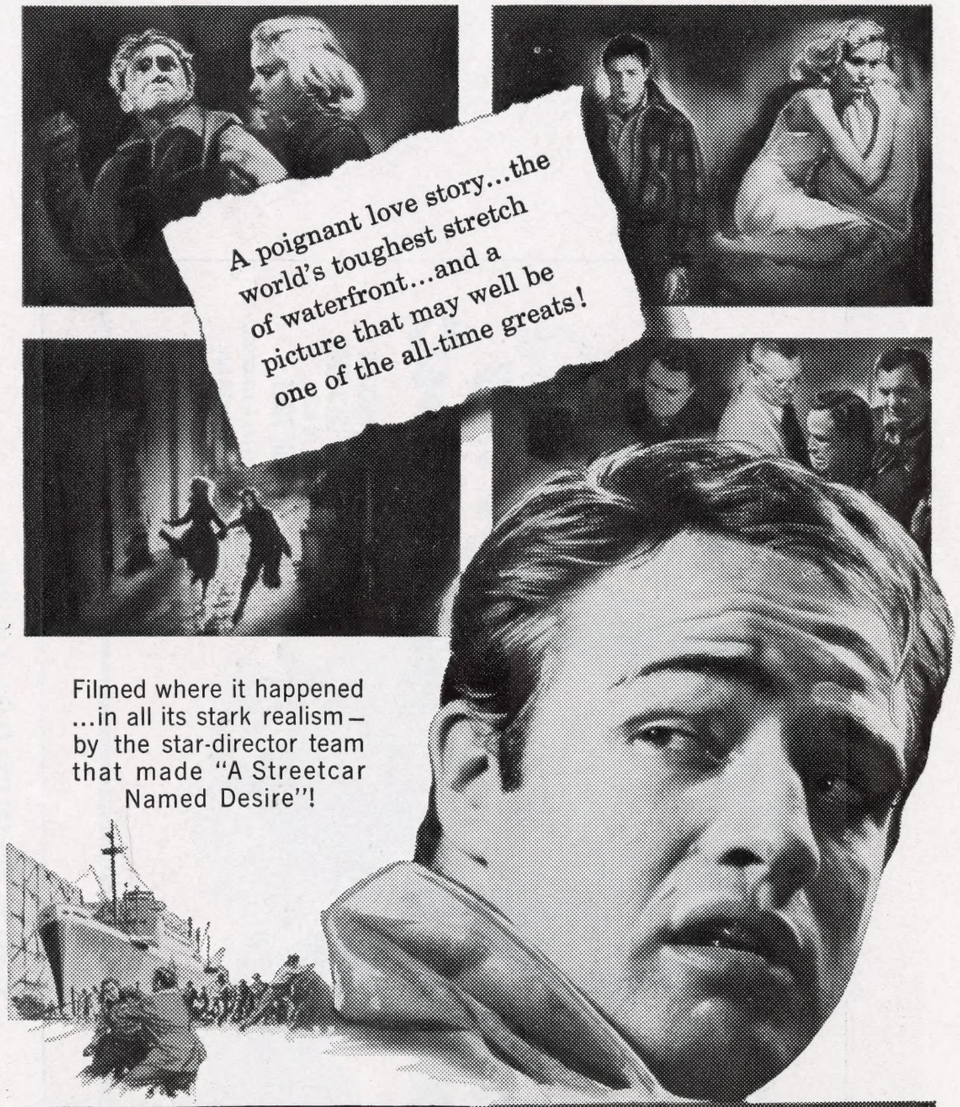
MARLON BRANDO
ON THE
WATERFRONT
This may well be the greatest screen performance of all time—and one of the greatest pictures!
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB · with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN · A COLUMBIA PICTURE

Ad Mat No. 503—500 Lines (5 Cols. x 100 Lines)

An amazing motion picture experience!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 307—180 Lines (3 Cols. x 60 Lines)

It's a "Going My Way" - with Brass Knuckles!



Filmed where it happened ...in all its stark realism— by the star-director team that made "A Streetcar Named Desire"!

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with **ROD STEIGER · PAT HENNING** · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN**

Ad Mat No. 310—462 Lines (3 Cols. x 154 Lines)

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** with **ROD STEIGER · PAT HENNING**

and introducing **EVA MARIE SAINT** Produced by **SAM SPIEGEL**

Screen Play by **BUDD SCHULBERG** Music by **LEONARD BERNSTEIN** Directed by **ELIA KAZAN**

Ad Mat No. 304—393 Lines (3 Cols. x 131 Lines)

The truly great picture of the year!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 308—336 Lines (3 Cols. x 112 Lines)

COLUMBIA PICTURES presents
MARLON BRANDO
ON THE WATERFRONT
This may well be the greatest screen performance of all time– and one of the greatest pictures!
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB · with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 309—345 Lines (3 Cols. x 115 Lines)

Add to the few...
the very few... truly
memorable screen
performances:
Marlon Brando as Terry
Malloy in "ON THE
WATERFRONT"...
one of the few...
the very few...
truly great
motion pictures!

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** with ROD STEIGER · PAT HENNING · Produced by **SAM SPIEGEL**
and introducing **EVA MARIE SAINT** Screen Play by BUDD SCHULBERG Music by LEONARD BERNSTEIN Directed by ELIA KAZAN

Ad Mat No. 403—496 Lines (4 Cols. x 124 Lines)

MARLON BRANDO
On The Waterfront

"If you do it
to the least
of mine–
you do it
to me!"

AN ELIA KAZAN PRODUCTION

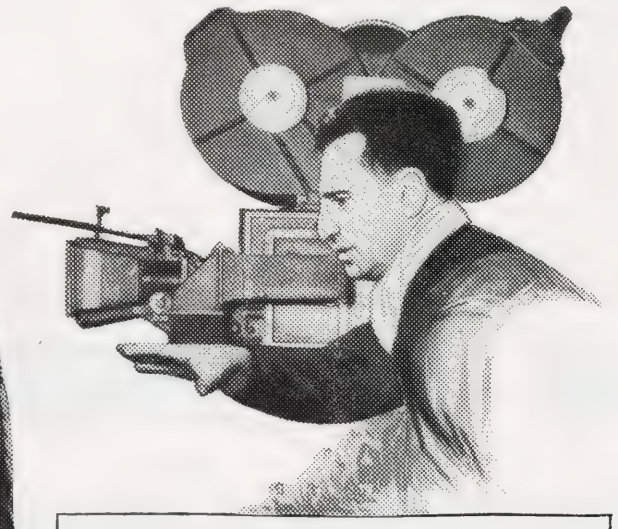
co-starring **KARL MALDEN · LEE J. COBB** · with **ROD STEIGER · PAT HENNING**

and introducing **EVA MARIE SAINT** · Produced by **SAM SPIEGEL**

Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN**

A COLUMBIA PICTURE

Ad Mat No. 402—600 Lines (4 Cols. x 150 Lines)



ELIA KAZAN

The phrase "directed by Elia Kazan" is the hallmark of all that's best in entertainment. In "ON THE WATERFRONT" you will find again the distinguished treatment, intimate detail, and great excitement that have kept the crowds waiting in line all year to see his "TEA AND SYMPATHY" on Broadway – plus the brutality and emotional realism that made his work in "A STREETCAR NAMED DESIRE" the talk of all five continents.

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring

KARL MALDEN · LEE J. COBB

with

ROD STEIGER • PAT HENNING

and introducing

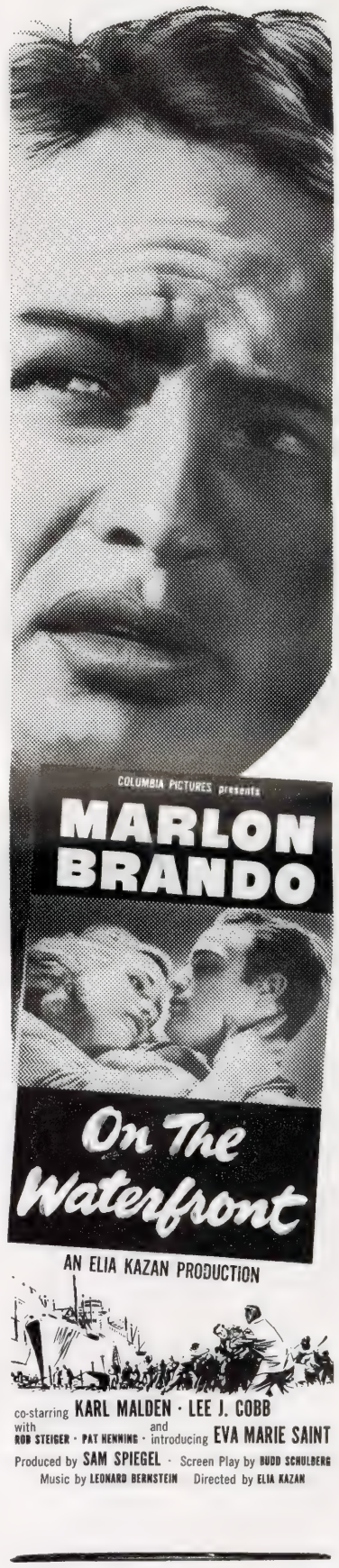
EVA MARIE SAINT

Produced by **SAM SPIEGEL** • Screen Play by **BUDD SCHULBERG**

Music by **LEONARD BERNSTEIN** • Directed by **ELIA KAZAN**

Ad Mat No. 302—600 Lines (3 Cols. x 200 Lines)

The truly memorable picture of the year!

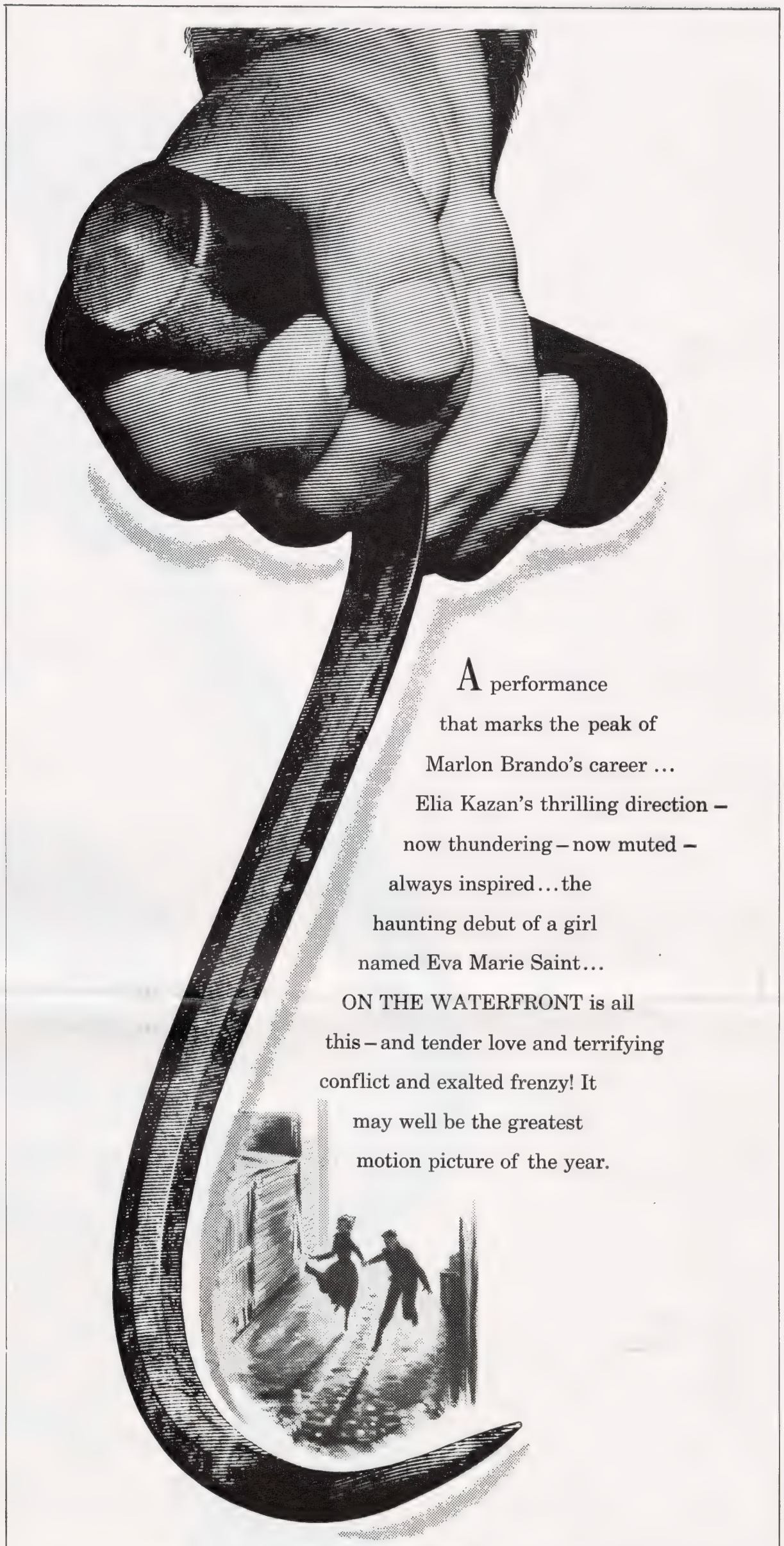

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN Directed by ELIA KAZAN

Ad Mat No. 105—138 Lines

COLUMBIA PICTURES
presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 106—93 Lines

Ad Mat No. 101—14 Lines


A performance
that marks the peak of
Marlon Brando's career ...
Elia Kazan's thrilling direction –
now thundering – now muted –
always inspired... the
haunting debut of a girl
named Eva Marie Saint...
ON THE WATERFRONT is all
this – and tender love and terrifying
conflict and exalted frenzy! It
may well be the greatest
motion picture of the year.
Columbia Pictures presents
MARLON BRANDO "ON THE WATERFRONT"
An Elia Kazan Production co-starring Karl Malden · Lee J. Cobb with Rod Steiger · Pat Henning
and introducing Eva Marie Saint Produced by Sam Spiegel Screen Play by Budd Schulberg
Music by Leonard Bernstein Directed by Elia Kazan

Ad Mat No. 301—591 Lines (3 Cols. x 197 Lines)

THE TRULY
GREAT PICTURE
OF 1954
COLUMBIA PICTURES presents
MARLON BRANDO
ON THE
WATERFRONT
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 303—543 Lines (3 Cols. x 181 Lines)

A STORY OF LOVE... A GREAT PICTURE!
Tenderness and terrifying conflict in another masterful drama from the star-director team of "A Streetcar Named Desire!" Actually filmed along the world's roughest waterfront!
MARLON BRANDO
ON THE WATERFRONT
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB · with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN · A COLUMBIA PICTURE

Ad Mat No. 407—484 Lines (4 Cols. x 121 Lines)

(See page 4a for 5-column size of this ad)

The truly great picture of the year!

COLUMBIA PICTURES presents

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with **ROD STEIGER · PAT HENNING** · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN**

Ad Mat No. 405—424 Lines (4 Cols. x 106 Lines)

Official Billing

COLUMBIA PICTURES — 25%

presents

MARLON BRANDO — 100%

ON THE WATERFRONT — 100%

AN ELIA KAZAN PRODUCTION — 40%

co-starring

KARL MALDEN • LEE J. COBB — 50%

with

Rod Steiger • Pat Henning — 25%

and introducing

EVA MARIE SAINT — 50%

Produced by SAM SPIEGEL — 40%

Screen Play by BUDD SCHULBERG — 25%

Music by LEONARD BERNSTEIN — 25%

Directed by ELIA KAZAN — 25%

The truly memorable picture of the year!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring
KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 209—284 Lines (2 Cols. x 142 Lines)

Tender love... terrifying conflict!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring
KARL MALDEN · LEE J. COBB · with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 208—202 Lines (2 Cols. x 101 Lines)

COLUMBIA PICTURES presents
MARLON BRANDO
ON THE WATERFRONT
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 203—56 Lines (2 Cols. x 28 Lines)

One of the great, great motion pictures!
COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION · co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 207—140 Lines (2 Cols. x 70 Lines)

MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN
A COLUMBIA PICTURE

Ad Mat No. 204—84 Lines (2 Cols. x 42 Lines)

Mat 2-E; Still No. 1410 *(Marlon Brando and Eva Marie Saint)*

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
and introducing EVA MARIE SAINT
with ROD STEIGER · PAT HENNING · Produced by SAM SPIEGEL
Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN
Directed by ELIA KAZAN

Ad Mat No. 104—73 Lines

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB
with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 103—58 Lines

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB with ROD STEIGER · PAT HENNING
and introducing EVA MARIE SAINT · Produced by SAM SPIEGEL
Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 205—100 Lines (2 Cols. x 50 Lines)

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB with ROD STEIGER
PAT HENNING and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG
Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 102—36 Lines

Mat 1-D; Still No. 989 *(Marlon Brando and Lee J. Cobb)*

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
AN ELIA KAZAN PRODUCTION
co-starring KARL MALDEN · LEE J. COBB · ROD STEIGER · PAT HENNING · and introducing EVA MARIE SAINT
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 202—32 Lines (2 Cols. x 16 Lines)

COLUMBIA PICTURES presents
MARLON BRANDO
On The Waterfront
co-starring
AN ELIA KAZAN PRODUCTION · KARL MALDEN · LEE J. COBB · ROD STEIGER · PAT HENNING · EVA MARIE SAINT
with
and introducing
Produced by SAM SPIEGEL · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

Ad Mat No. 201—28 Lines (2 Cols. x 14 Lines)

COMPOSITE CAMPAIGN MAT:

A complete campaign at the single low price of 35c! Order Special Mat No. 1 from National Screen Service. Individual elements in this composite mat may also be ordered by separate identification numbers at the regular mat prices.

ONLY **35¢**

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http://wcftr.commarts.wisc.edu

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